

## **ECONOMIC DEVELOPMENT**

*A healthy economy means jobs for its people, increased personal income, successful businesses and an enhanced quality of life.*

*- Anonymous*

### **INTRODUCTION**

The economic development element presents findings on the characteristics of Fayette County's economy and provides an inventory and assessment of the economic base and labor force of Fayette County, surrounding areas, and the state. This chapter provides the basis for setting policies about future economic development of the county and for making informed decisions regarding the maintenance and enhancement of a high quality of life for the county's residents and business community.

### **THE REGIONAL ECONOMY**

Fayette County is located just 30 minutes south of the Atlanta metropolitan area 20 minutes south of Hartsfield International Airport. With the majority of its work force working outside the county, Fayette County's economy is closely tied to that of its surrounding counties, particularly those to the north. Fayette County must compete within the metropolitan area to attract new businesses. The county must also compete from a disadvantage due to the lack of interstate access and infrastructure in the form of sewerage.

### **ECONOMIC BASE**

The purpose of conducting an economic base analysis is to determine the strengths and weaknesses of a local economy, to determine its development potential, and to serve as a guide to public decision-making. The following sections provide information on employment and earnings by economic sector, the average weekly wages paid, sources of personal income, and recently established and planned major community-level economic activities.

#### **Employment by Economic Sector**

Table E-1 depicts the number and percentage of total workers employed by economic sectors for 1980, 1990 and 2000 in Fayette County and the state. From 1980 to 2000, four economic sectors showed an increase in the percentage of the employed civilian population 16 years and over.

These economic sectors were:

- Professional, Scientific, Management, Administrative, and Waste Management Services
- Education, Health, and Social Services
- Arts, Entertainment, Recreation, Accommodation, and Food Services
- Other Services (except Public Administration)

All other economic sectors experienced a decrease in the percentage of the employed civilian population 16 years and over. The state exhibited an increase in these aforementioned economic sectors as well from 1980 to 2000. Economic sectors also showing an increase in the state for this same period are construction and finance, insurance, real estate, and rental and leasing.

In 2000, in comparison to the state, four economic sectors displayed a greater percentage of employment in Fayette County. These economic sectors were:

- Wholesale Trade
- Transportation and Warehousing, and Utilities
- Education, Health, and Social Services
- Public Administration

In terms of the comparison of economic sectors between Fayette County and the state in 2000 only Transportation and Warehousing, and Utilities differed greatly, 18.5 percent in Fayette County as opposed to 6.0 percent in the state. This can probably be attributed to the large number of airline employees living in Fayette County.

TABLE E-1 EMPLOYMENT BY INDUSTRY, PERCENT: 1980, 1990, 2000 FAYETTE COUNTY, STATE						
	Fayette County			State		
	1980	1990	2000	1980	1990	2000
Employed civilian population 16 years and over	13,559	31,844	45,423	1,803,687	3,090,276	3,839,756
Agriculture, forestry, fishing, and hunting, and mining	218 1.6%	327 1.0%	129 0.3%	58,230 3.2%	82,537 2.7%	53,201 1.4%
Construction	1,015 7.5%	2,002 6.3%	2,377 5.2%	120,653 6.7%	214,359 6.9%	304,710 7.9%
Manufacturing	1,936 14.3%	3,273 10.3%	4,474 9.8%	420,665 23.3%	585,423 19.0%	568,830 14.8%
Wholesale trade	816 6.0%	2,016 6.3%	1,909 4.2%	95,854 5.3%	156,838 5.1%	148,026 3.9%
Retail Trade	2,041 15.2%	4,983 15.6%	4,265 9.4%	295,686 16.4%	508,861 16.5%	459,548 12.0%

TABLE E-1, continued  
EMPLOYMENT BY INDUSTRY, PERCENT: 1980, 1990, 2000  
FAYETTE COUNTY, STATE

	Fayette County			State		
	1980	1990	2000	1980	1990	2000
Transportation and Warehousing, and Utilities	2,908 21.4%	7,071 22.2%	8,417 18.5%	147,049 8.2%	263,419 8.5%	231,304 6.0%
Information	na	na	1,371 3.0%	na	na	35,496 3.5%
Finance, Insurance, Real Estate, and Rental, and Leasing	843 6.2%	2,131 6.7%	2,690 5.9%	112,026 6.2%	201,422 6.5%	251,240 6.5%
Professional, Scientific, Management, Administrative, and Waste Management Services	757 5.6%	2,137 6.7%	3,878 8.5%	113,502 6.3%	248,562 8.0%	362,414 9.4%
Educational, Health, and Social Services	1,800 13.3%	4,170 13.1%	8,252 18.2%	275,490 15.3%	461,307 15.0%	675,593 17.6%
Arts, Entertainment, Recreation, Accommodation, and Food Services	132 1.0%	332 1.0%	2,958 6.5%	14,793 0.8%	31,911 1.0%	274,437 7.1%
Other Services (except Public Administration)	261 1.9%	1,377 4.3%	2,018 4.4%	45,075 2.5%	168,587 5.4%	181,829 4.7%
Public Administration	832 6.1%	2,025 6.4%	2,685 5.9%	104,664 5.8%	167,050 5.4%	193,128 5.0%

Source: U.S. Bureau of the Census, 1980, 1990, 2000.

Table E-2 indicates that total employment is projected to increase 34.7 percent, from 37,600 in 2005 to 50,642 in 2020. In 2020, the category of Miscellaneous and Services is projected to employ the greatest number of persons, 11,773 (23.2 percent). The category of Finance, Insurance, and Real Estate in 2020 is projected to employ the least number of persons, at 2,840 (5.6 percent).

TABLE E-2  
PROJECTED EMPLOYMENT BY INDUSTRY: 2005, 2010, 2015, 2020  
FAYETTE COUNTY

	2005		2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Employment	37,600	100.0%	45,548	100.0%	48,366	100.0%	50,642	100.0%
Construction	3,250	8.6%	4,325	9.5%	4,565	9.4%	4,761	9.4%
Manufacturing	6,900	18.3%	6,807	14.9%	6,855	14.2%	6,949	13.7%

TABLE E-2, continued PROJECTED EMPLOYMENT BY INDUSTRY: 2005, 2010, 2015, 2020 FAYETTE COUNTY								
	2005		2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Transportation, Communication, & Utilities	1,500	4.0%	2,751	6.0%	3,181	6.6%	3,489	6.9%
Wholesale Trade	2,250	6.0%	2,835	6.2%	2,941	6.1%	3,042	6.0%
Retail Trade	8,000	21.3%	10,251	22.5%	10,866	22.5%	11,391	22.5%
Finance, Insurance, & Real Estate	1,500	4.0%	2,703	5.9%	2,796	5.8%	2,840	5.6%
Misc. & Services	9,600	25.5%	10,088	22.1%	10,999	22.7%	11,773	23.2%
Government	4,600	12.2%	5,788	12.7%	6,163	12.7%	6,397	12.6%

Source: Atlanta Regional Commission, 1994, 2001.

### Earnings by Economic Sector

Earnings by economic sector in 1980, 1990, and 2000 for Fayette County and the state are illustrated in Table E-3. Historically, Manufacturing and Services have had the greatest earnings in Fayette County in 1980, 1990, and 2000. This holds true for the state as well.

TABLE E-3 EARNINGS BY INDUSTRY, PERCENT: 1980, 1990, 2000 FAYETTE COUNTY, STATE						
	Fayette County			State		
	1980	1990	2000	1980	1990	2000
	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent
Agricul., Forestry, & Fishing	316,251 0.5%	3,249,960 0.9%	7,466,004 0.8%	178,052,016 0.6%	398,759,280 0.6%	960,663,743 0.8%
Mining	na	1,603,568 0.5%	na	133,528,200 0.5%	271,650,334 0.4%	366,872,625 0.3%
Construct.	4,863,068 7.9%	29,610,464 8.7%	101,183,360 10.7%	1,588,133,976 5.7%	3,360,224,168 5.1%	7,041,139,305 5.2%
Manufact.	20,503,368 33.4%	81,133,884 23.7%	199,892,203 21.1%	7,180,793,298 25.8%	13,313,422,026 20.1%	22,209,395,600 16.5%

TABLE E-3, continued  
EARNINGS BY INDUSTRY, PERCENT: 1980, 1990, 2000  
FAYETTE COUNTY, STATE

	Fayette County			State		
	1980	1990	2000	1980	1990	2000
	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent
Trans. & Public Utilities	2,587,990 4.2%	12,043,720 3.5%	28,400,368 3.0%	3,015,818,508 10.8%	6,024,878,721 9.1%	13,008,464,001 9.7%
Wholesale Trade	11,193,759 18.2%	40,519,454 11.8%	109,024,604 11.5%	2,828,592,987 10.2%	6,844,595,112 10.3%	13,517,871,328 10.1%
Retail Trade	5,452,216 8.9%	33,602,000 9.8%	123,208,464 13.0%	3,014,463,828 10.8%	6,599,971,280 10.0%	13,249,300,400 9.9%
Finance, Insurance, & Real Estate	2,825,536 4.6%	13,957,232 4.1%	50,726,830 5.4%	1,644,326,060 5.9%	4,645,880,307 7.0%	10,220,730,675 7.6%
Services	11,854,033 19.3%	75,246,538 22.0%	193,602,322 20.4%	6,238,996,018 22.4%	12,902,817,564 19.5%	34,673,741,991 25.8%
Govern.	1,821,186 3.0%	51,299,760 15.0%	133,466,561 14.1%	1,984,670,436 7.1%	11,861,568,275 17.9%	19,040,970,800 14.2%

Source: Georgia Department of Labor

Processing: Fayette County Planning Department

### Average Weekly Wages Paid

Table E-4 depicts the average weekly wage by industry for Fayette County and Georgia. From 1980 to 2000, finance, insurance, and real estate showed the greatest increase in average weekly wages from \$238.00 to \$770.00, (223.5 percent). This category in the state also displayed the greatest increase in average weekly wages from \$274.00 to \$967.00, (252.9 percent). Retail showed the least increase from 1980 to 2000 in Fayette County, \$154.00 to \$304.00 (97.4 percent). Similarly, the same was the case in the state with an increase of \$164.00 to \$350.00 (113.4 percent).

In Fayette County, Wholesale Trade had the highest average weekly wage in 2000, \$884.00. This is lower than the state which was \$988.00 in 2000. In 2000, Retail trade had lowest average weekly wage in Fayette County, \$304.00. Retail trade had the lowest weekly wage(\$350.00) in the state in the same year.

TABLE E-4  
AVERAGE WEEKLY WAGES PAID: 1980, 1990, 2000  
FAYETTE COUNTY, STATE

	Fayette County			State		
	1980	1990	2000	1980	1990	2000
Agriculture, Forestry, and Fishing	\$153	\$292	\$387	\$179	\$276	\$403
Mining	NA	\$496	NA	\$323	\$589	\$879
Construction	\$226	\$416	\$640	\$264	\$434	\$655
Manufacturing	\$243	\$468	\$721	\$261	\$449	\$721
Transportation and Public Utilities	\$257	\$460	\$626	\$372	\$603	\$949
Wholesale Trade	\$279	\$509	\$884	\$337	\$603	\$988
Retail Trade	\$154	\$200	\$304	\$164	\$236	\$350
Finance, Insurance, and Real Estate,	\$238	\$436	\$770	\$274	\$543	\$967
Services	\$191	\$278	\$467	\$214	\$414	\$657
Government	\$166	\$444	\$672	\$287	\$460	\$661

Source: Georgia Department of Labor

## Sources of Personal Income

Table E-5 displays sources of personal income and percent for 1980, 1990, and 2000 in Fayette County and the state. The percent of personal income from earnings in Fayette County decreased from 85.0 percent in 1980 to 76.8 percent in 2000. The state also showed a decrease, while not as great, from 75.2 percent in 1980 to 72.3 percent in 2000.

TABLE E-5  
SOURCES OF PERSONAL INCOME, PERCENT: 1980, 1990, 2000  
FAYETTE COUNTY, STATE

	Fayette County			State		
	1980	1990	2000	1980	1990	2000
	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent
Earnings	290,864 85.0 %	1,092,734 79.1 %	2,459,105 76.8 %	34,974,949 75.2 %	82,774,804 71.7 %	165,442,189 72.3 %
Dividends	34,968 10.2 %	216,299 15.6 %	535,890 16.7 %	6,066,017 13.0 %	20,009,113 17.3 %	38,054,498 16.6 %

TABLE E-5, continued  
SOURCES OF PERSONAL INCOME, PERCENT: 1980, 1990 2000  
FAYETTE COUNTY, STATE

	Fayette County			State		
	1980	1990	2000	1980	1990	2000
	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent	Dollars Percent
Transfer Payments	16,394 4.8 %	73,113 5.3 %	206,422 6.4 %	5,447,876 11.7 %	12,630,273 10.9 %	25,241,518 11.0 %
Total Personal Income	342,226 100.00 %	1,382,146 100.0 %	3,201,417 100.0 %	46,488,842 100.0 %	115,414,190 100.0 %	228,738,205 100.0 %

Source: Bureau of Economic Analysis

## Major Economic Activities

Major Plant Openings, Expansions and Closings: The Table E-6 below represents major plant openings, expansions and closing in Fayette County in 2001 and 2002.

TABLE E-6  
MAJOR PLANT OPENINGS, EXPANSIONS AND CLOSINGS: 2001, 2002  
FAYETTE COUNTY

Company	Description	Square Footage	Action	Year
CIBER, Inc.	DOD technology contractor	8,000	Opening	2001
Compressed Air	manufacturer	20,000	Expansion	2001
Cooper Lighting	corporate headquarters	80,000	Expansion	2001
Department of Defense	headquarters	33,000	Opening	2001
Hoshizaki American, Inc.	distribution center	80,000	Closing	2001
Pre-Solutions	card processing distribution	13,000	Opening	2001
Sealed Air	plastics manufacturing plant	50,500	Closing	2001
Southwire	fiber optics manufacturing plant	60,000	Closing	2001
Aircraft Spruce & Specialty	aviation parts	50,000	Opening	2002
Equistar Chemical	chemical manufacturing plant	46,800	Closing	2002
Metal Forming	metal fabricating	15,000	Expansion	2002
Printegra	form and check printer	11,000	Expansion	2002
Xpresso	Swedish importer	10,000	Opening	2002

Source: Fayette County Development Authority

## Special or Unique Economic Activities

There are no special or unique economic activities (e.g. tourism, agribusiness, healthcare or educational institutions, major governmental or military institutions) located in Fayette County.

## LABOR FORCE

The labor force consists of all persons 16 years of age and over who are either employed, looking for a job, or are in the armed forces. The labor force of a particular community consists of community residents who are actively employed or looking for employment either within or outside that community. Students, housewives, retired workers, institutionalized persons and seasonal workers counted during an off-season are not considered to be part of the labor force.

Since census statistics are all collected and tabulated based on place of residence, data on place of work that are included in the census for a particular area do not necessarily provide the total number of individuals who work in that area. Instead, the data represent only those individuals who both work and live in the area being tabulated. The following sections provide data on Fayette County's Labor Force including employment status, employment by occupation, unemployment rates, and commuting patterns.

### Employment By Occupation

Employment by occupation data is collected from residents of the county during the decennial census and shows the occupation of persons living in the county, regardless of where they work. Table E-7 shows the occupation of employed persons in 2000. Within all jurisdictions except Woolsey, the greatest percentages of the employed civilian population 16 years or over worked in the category of Management, Professional, and Related Occupations. Within Woolsey, the greatest percentage of workers was in the Sales and Office Occupation category. Within unincorporated Fayette County, Fayetteville, Peachtree City, and Tyrone, the category of Construction, extraction, and maintenance occupations had the lowest percentages of employees. In Brooks the lowest percentage of employees were in the Service occupations category and in Woolsey the lowest percentage of employees were in the Production, transportation, and materials moving occupations category.

TABLE E-7 EMPLOYMENT BY OCCUPATION, PERCENT: 2000 FAYETTE COUNTY, MUNICIPALITIES						
	Fayette County	Brooks	Fayetteville	Peachtree City	Tyrone	Woolsey
Employed civilian population 16 years and over	45,423	279	5,399	15,571	1,986	73
Management, professional, and related occupations	18,591 40.9 %	79 28.3 %	2,215 41.0 %	7,218 46.4 %	803 40.4 %	16 21.9 %



TABLE E-7, continued EMPLOYMENT BY OCCUPATION, PERCENT: 2000 FAYETTE COUNTY, MUNICIPALITIES						
	Fayette County	Brooks	Fayetteville	Peachtree City	Tyrone	Woolsey
Service occupations	5,164 11.4 %	26 9.3 %	736 13.6 %	1594 10.2 %	259 13.0 %	17 23.3 %
Sales and office occupations	12,469 27.5 %	77 27.6 %	1,518 28.1 %	4,028 25.9 %	496 25.0 %	19 26.0 %
Farming, fishing, and forestry occupations	21 —	— —	— —	7 —	— —	— —
Construction, extraction, and maintenance, occupations	3,840 8.5 %	58 20.8 %	436 8.1 %	815 5.2 %	200 10.1 %	15 20.5 %
Production, transportation, and material moving occupations	5,338 11.8 %	39 14.0 %	494 9.1 %	1,909 12.3 %	228 11.5 %	6 8.2 %

Source: U.S. Census, 2000

Processing: Fayette County Planning Department

Table E-8 displays the employment by occupation number and percent for 1980, 1990 and 2000 in Fayette County. Table E-9 displays the employment by occupation by percent for Fayette County, the state, and the nation. In 1990, the category of Management, Professional, and Related Occupations contained the greatest percentage (36.2 percent) of employees in Fayette County. The greatest percentage (31.9 percent) of employees in the state were in the Sales and Office Occupations in 1990. In Fayette County, the same category contained the greatest percentage (40.9 percent) of employees again in 2000. This category also contained the highest percentage in both the state and the nation for 2000.

In Fayette County, the Farming, Fishing, and Forestry occupation category had the lowest percentage of employees in both 1990 and 2000, 0.7 percent and 0.0 percent, respectively. This category also held the lowest percentage of employees in the state and the nation in 1990 and 2000.

TABLE E-8 EMPLOYMENT BY OCCUPATION, NUMBER AND PERCENT: 1980, 1990, 2000 FAYETTE COUNTY						
	1980		1990		2000	
	Number	Percent	Number	Percent	Number	Percent
Management, professional, and related occupations	3,195	23.6%	11,543	36.2%	18,591	40.9%
Service occupations	1,129	8.3%	3,124	9.8%	5,164	11.4%

TABLE E-8, continued  
EMPLOYMENT BY OCCUPATION, NUMBER AND PERCENT: 1980, 1990, 2000  
FAYETTE COUNTY

	1980		1990		2000	
	Number	Percent	Number	Percent	Number	Percent
Sales and office occupations	5,056	37.3%	10,583	33.2%	12,469	27.5%
Farming, fishing, and forestry occupations	155	1.1%	218	0.7%	21	0.0%
Construction, extraction, and maintenance, occupations	1,662	12.3%	2,117	6.6%	3,840	8.5%
Production, transportation, and material moving occupations	2,362	17.4%	4,259	13.4%	5,338	11.8%
Total	13,559	100%	31,844	100%	45,423	100%

Source: U.S. Bureau of the Census, 1990, 2000

TABLE E-9  
EMPLOYMENT BY OCCUPATION BY PERCENT: 1980, 1990, 2000  
FAYETTE COUNTY, STATE, NATION

	Fayette County			State			Nation		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Management., professional, and related occupations	23.6%	36.2%	40.9%	20.9%	24.6%	32.7%			33.6%
Service occupations	8.3%	9.8%	11. 4%	12.1%	12.0%	13.4%			14.9%
Sales and office occupations	37.3%	33.2%	27.5%	29.5%	31.9%	26.8%			26.7%
Farming, fishing, and forestry occupations	1.1%	0.7%	0.0%	2.9%	2.2%	0.6%			0.7%
Construction., extraction, and maintenance, occupations	12.3%	6.6%	8.5%	9.5%	9.5%	10.8%			9.4%
Production, transportation, and material moving occupations	17.4%	13.4%	11.8%	25.1%	19.8%	15.7%			14.6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: U.S. Bureau of the Census, 1990, 2000

## Employment Status

From 1990 to 2000, Fayette County's labor force grew at about the same rate as the population (44.5% versus 46.2%, respectively). In 2000, 69 percent of eligible Fayette County residents were in the labor force. Close to 45 percent of the work force was female. As a percent of the population, more females in Fayette County were in the labor force than in the state or nation in 2000. Tables E-10 and E-11 summarize the labor force employment status of Fayette County, the state, and the nation.

TABLE E-10 EMPLOYMENT STATUS: 1980, 1990, 2000 FAYETTE COUNTY						
	1980		1990		2000	
	Number	Percent	Number	Percent	Number	Percent
Population 16 years and over			46,266	100%	68,129	100%
In labor force			33,162	71.7%	47,909	69.1%
Civilian labor force			32,901	71.7%	46,649	68.5%
Employed			31,844	68.8%	45,423	66.7%
Unemployed			1,057	2.3%	1,226	1.8%
Percent of civilian labor force			—	—	2.6	NA
Armed Forces			261	0.6%	441	0.6%
Not in labor force			13,104	28.3%	21,039	30.9%
Females 16 years and over			23,766	100%	35,491	100%
In labor force			14,654	61.6%	21,417	60.3%
Civilian labor force			14,647	61.6%	21,358	60.2%
Employed			14,047	59.1%	20,870	58.8%

Source: U.S. Bureau of the Census, 1990, 2000

TABLE E-11  
EMPLOYMENT STATUS BY PERCENT: 1980, 1990, 2000  
FAYETTE COUNTY, STATE, NATION

	Fayette County			State			Nation		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Population 16 years and over	100%	100%	100%	100%	100%	100%	100%	100%	100%
In labor force	68.3%	71.7%	69.1%	63.4%	67.9%	66.1%		65.3%	63.9%
Civilian labor force	68.3%	71.7%	68.5%	61.6%	66.4%	65.0%		64.4%	63.4%
Employed	65.9%	68.8%	66.7%	58.0%	62.6%	61.4%		60.3%	59.7%
Unemployed	2.2%	2.3%	1.8%	3.6%	3.8%	3.6%		4.1%	3.7%
Percent of civilian labor force	3.3%	—	NA		NA	NA			NA
Armed Forces	-	0.6%	0.6%	1.8%	1.5%	1.1%		0.9%	0.5%
Not in labor force	31.7%	28.3%	30.9%	36.6%	32.1%	33.9%		34.7%	36.1%
Females 16 years and over	100%	100%	100%	100%	100%	100%	100%	100%	100%
In labor force	52.4%	61.6%	60.3%	52.3%	59.9%	59.4%		56.8%	57.5%
Civilian labor force	52.3%	61.6%	60.2%	51.9%	59.6%	59.2%		56.6%	57.4%
Employed	50.2%	59.1%	58.8%	48.4%	55.8%	55.6%		53.1%	54.0%

Source: U.S. Bureau of the Census, 1990, 2000

## Unemployment Rates

Table E-12 indicates that between 1990 and 2000, Fayette County had a lower unemployment rate than its surrounding counties, the state and the nation. From 1990 to 2000, the unemployment rate in Fayette County ranged from a low of 1.8 percent in 1999 to a high of 4.1 percent in 1992.

TABLE E-12 ANNUAL UNEMPLOYMENT RATES: 1990 - 2000 FAYETTE COUNTY, SURROUNDING COUNTIES, STATE, NATION											
	'90	'91	'92	'93	'94	'95	'96	'97	'98	'99	'00
Fayette County	3.4%	3.6%	4.1%	3.2%	2.9%	2.6%	2.3%	2.3%	2.3%	1.8%	1.9%
Clayton County	5.6%	5.6%	7.2%	6.0%	5.6%	5.1%	4.5%	4.1%	3.8%	3.5%	3.6%
Coweta County	6.1%	5.4%	7.2%	5.4%	4.2%	4.1%	3.8%	4.0%	3.3%	2.8%	3.4%
Fulton County	5.8%	5.2%	7.3%	6.2%	5.8%	5.4%	5.0%	4.6%	4.1%	3.9%	3.7%
Spalding County	5.9%	5.9%	7.0%	5.9%	5.1%	4.7%	5.1%	5.1%	4.5%	4.2%	4.9%
State	5.4%	5.0%	6.9%	5.8%	5.2%	4.9%	4.6%	4.5%	4.2%	4.0%	3.7%
Nation	5.5%	6.8%	7.5%	6.9%	6.1%	5.6%	5.4%	4.9%	4.5%	4.2%	4.0%

Source: The Georgia County Guide, 1995, 2001

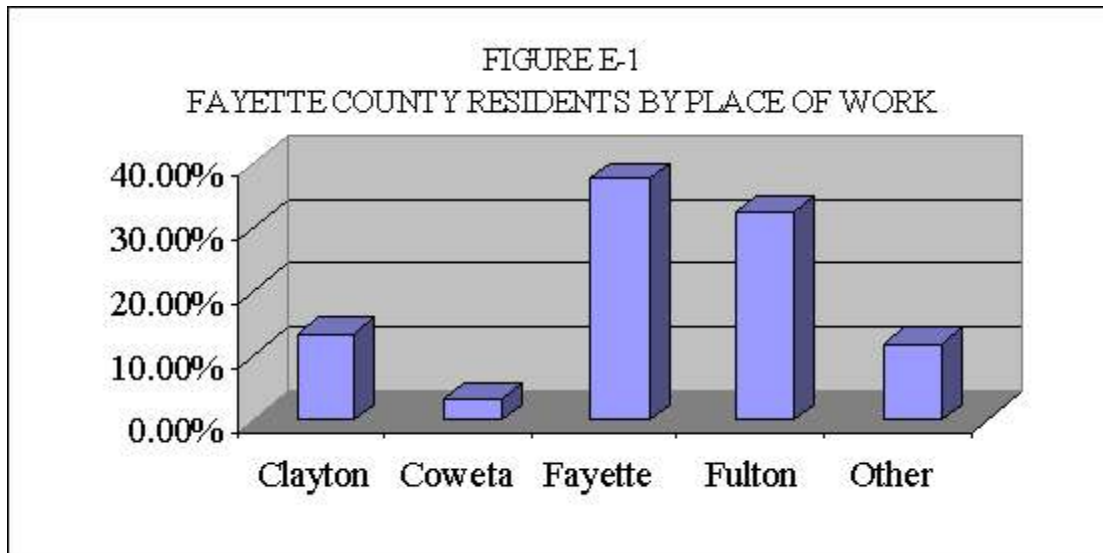
## Commuting Patterns

Employment by place of work data provides information on commuting patterns and insight into the numbers of residents who find employment in other areas. In both 1990 and 2000 a high percentage of Fayette County residents worked outside the county (67.0 percent and 62.5 percent, respectively). Conversely, of all the people who live in Fayette County, only 37.5 percent worked in the county in 2000. This is an increase in the number of Fayette County residents working in the county over 1990, when the figure was 33.0 percent (Table E-13).

TABLE E-13 LOCATION OF EMPLOYMENT: 1990, 2000 FAYETTE COUNTY				
	1990		2000	
	Number	Percent	Number	Percent
Worked inside Fayette County	10,381	33.0%	25,548	37.5%
Worked outside Fayette County	21,111	67.0%	42,581	62.5%

Source: U.S. Bureau of the Census, 1990, 2000

As noted in Table E-13, above, 37.5 percent of Fayette County residents work inside Fayette County. Approximately half of Fayette County residents (49.2 percent) commute to work in the adjacent counties of Clayton (13.4 percent), Coweta (3.2 percent), and Fulton (32.6 percent). The remaining 13.3 percent commute to other counties (11.8 percent) or commute outside of the state (1.5 percent). Figure E-1 illustrates that the larger regional environment plays a significant role in employing county residents.



## LOCAL ECONOMIC DEVELOPMENT RESOURCES

### Economic Development Agencies

Several economic development agencies are active in Fayette County. These agencies include:

Fayette County Economic Development Authority (FCDA) - The lead agency for economic development recruitment and attraction for Fayette County, the FCDA is the only internationally accredited development authority in Georgia . FCDA markets and services business relocation, retention, expansion, and creation in the unincorporated county, Fayetteville, Peachtree City, Tyrone, and Falcon Field Airport.

Fayette County Chamber of Commerce - The Fayette County Chamber of Commerce is a “. . . voluntary business association of comprised of area firms and concerned individuals who work together to achieve a favorable business climate, while enhancing the quality of life.”

Development Authority of Peachtree City - The Development Authority of Peachtree City serves as facilities operator for the Peachtree City Tennis Center and the Amphitheater and offers economic development support activities for business attraction, retention, expansion.

Fayetteville Downtown Development Authority (DDA) - Including the Fayetteville Main Street Program (Georgia’s 37<sup>th</sup> Main Street City) , the Fayetteville DDA “. . . successfully combines historic preservation and economic development in local revitalization initiatives.” A seven member Board of Directors uses a four point approach to identify key problems and goals: organization, promotion, economic, and restructuring.

Joint Development Authority of Meriwether County, Coweta County and Fayette County - The three development authorities join together to sponsor and cooperate on special projects.

Metro South, Inc. - A coalition of six southern metro counties, Metro South, Inc. offers a cohesive, united front in pursuing major economic development projects and in promoting economic activities on the southside of the Atlanta region. The participating counties are Clayton, Coweta, Fayette, Henry, South Fulton, and Spalding.

Regional Business Coalition (RBC) - The RBC is the recognized leader in identifying and advocating sustainable solutions that foster greater economic vitality by building consensus, shared commitment, and the cooperation of chambers of commerce in the Atlanta region. Chambers in Partnership include Central Atlanta Progress, Cherokee, Clayton, Cobb, Conyers-Rockdale, Cumming-Forsyth, DeKalb, Douglas, Fayette, Greater North Fulton, Gwinnett, Henry, Metro Atlanta, Newnan-Coweta, and South Fulton.

### **Economic Development Programs and Tools**

Fayette County offers numerous economic development programs and tools to existing and prospective businesses. The County is home to several industrial and business parks and business incubators that offer opportunities for business location, relocation, expansion and start-up.

Industrial and Business Parks. There are five industrial parks in Fayette County. These industrial parks are:

- Shamrock Industrial Park - Tyrone - 40 acres remaining
- Peachtree City Industrial Park - 2,200 acres total w/500 remaining
- Southpark International Park - within Peachtree City Industrial Park
- Westpark Business Park - Peachtree City
- Kenwood Business Park - Unincorporated Fayette County

Business Incubators. A business incubator is a facility dedicated to the start-up and growth of small businesses, accomplished through management and facility support systems. Management support systems can include access to professional advice, information of small business regulations, management, advertising, marketing, employees, financial counseling and the like. Facility support systems can include clerical and reception staff, cleaning and building security, and access to copy and facsimile machines, computers, faxes, and other electronic equipment.

Peachtree Executive Suites is located in Fayetteville and offers office space with a common reception/telephone answering service and access to business machines. A cyber business incubator serves Fayette County at [www.FayetteGA.org](http://www.FayetteGA.org).

## **Education and Training Opportunities**

Education/Training Centers: Four education/training centers are located in Fayette County. These centers are:

- Fayette County University Center (operated by Clayton College and State University)
- Fayette County Community School
- Gordon College outreach programs at the Lafayette Center
- Griffin Technical College programs at the Lafayette Center

## **ASSESSMENT OF CURRENT AND FUTURE NEEDS**

Current employment opportunities in Fayette County are dominated by services, retail trade, manufacturing, government and construction. Projections of employment indicate that these sectors will continue to provide the majority of employment opportunities within Fayette County. The skill levels of Fayette County residents do not lend themselves to these employment opportunities within Fayette County, which generally do not require a highly educated or skilled work force. The lack of highly skilled job opportunities for the resident work force within Fayette County is what forces 67 percent of the work force to commute elsewhere for employment opportunities.

The Fayette County Tax Assessor's Office reports that 95.9 percent of the parcels in Fayette County and its municipalities were categorized as residential in the 2002 assessment. Nonresidential properties made up 4.1 percent of the parcels. In terms of a breakdown of total real property values, residential properties were 77.1 percent, nonresidential properties were 15.6 percent, and tax exempt properties were 7.3 percent.

Two factors existing in Fayette County - the large work force commuting outside of Fayette County for employment and a tax base which is comprised largely of residential properties - form the classic characteristics of a "bedroom community." Bedroom communities generally are located outside of large metropolitan areas and demographically are homogeneous, highly educated, and in the upper income brackets. These residents are willing to pay a premium price to protect their quality of life. To these residents quality of life means good schools, low crime and stable property values.

## **GOALS, OBJECTIVES, POLICIES, GUIDELINES**

The goal of an economic development program should be an improved and diversified economy which continues to provide jobs which match the skills of Fayette County citizens, does not damage the environment and preserves the integrity of Fayette County's residential, commercial and industrial areas.

In the broadest sense, positive economic development is a critical use of a community's fiscal,



social, and physical resources in a long-term process aimed at preserving and improving the life and livelihood of each member of that community. The elements necessary to support economic development are well known: sufficient and suitable land, appropriate and adequate infrastructure, and an available and well-trained workforce. Another important element to both supporting and attracting economic development is maintaining a high “quality of life” which, along with all these other elements, must be addressed if Fayette County is to remain a leader in the region. The volatility of economic development opportunities also must be understood and anticipated. It is quite likely that major new social, economic, or development opportunities or influences may arise that were unforeseen when policies were first formulated. Because of this, the planning process provides for the periodic review of the impacts of major changes on the County to ensure that desirable change can be accommodated and undesirable change can be avoided.

The following goal, objective, and policy statements provide the basis for dealing with the growth and development which will impact the county over the next 20 years. Following each goal is a listing of objectives and policies which address specific issues. Recommendations, or guidelines, which suggest courses of action for addressing these issues, are also provided.

**Goal for Economic Development:** Fayette County should provide for the continued development and expansion of a diversified economic base. The maintenance and enhancement of a prosperous economic climate provide Fayette County citizens with an increased tax base and expanded opportunities for employment. By providing expanded employment opportunities consistent with the demographic profile of Fayette County, the quality of life for Fayette County citizens is enhanced by reduced commute times and air quality is improved by reduced commute distance.

**Objective E-1:**        **Support the development of business opportunities to diversify and strengthen the tax base, create and maintain jobs, and preserve the quality of life in Fayette County.**

- Policy a.        Establish and nurture strong inter-governmental relationships among local, regional, state, and federal governments to promote effective planning, and implementation of government services.
- Policy b.        Plan for sufficient land suitable for economic development to be available in areas where appropriate infrastructure exists by working with local governments and private developers.
- Policy c.        Prioritize, encourage, and lobby for the development and maintenance of road systems which makes transportation quick, safe, accessible and that meet the long term economic development needs of the county.
- Policy d.        Develop pro-active, long term planning that aggressively attracts quality new employers, both domestic and foreign, to the County through programs like the Foreign Investment Initiative and the Annual Holiday Luncheon.

Policy e. Develop programs that encourage and promote entrepreneurial development through marketing, Small Business Success Academy, Small Business Week, and leverage various state and national programs to facilitate said activity.

**Objective E-2: Provide for the development and expansion of a diversified economic base (office, industrial and commercial) to produce a wide range of employment opportunities.**

Policy a. Target corporations that require a highly educated workforce matching the educational demographics of Fayette County.

Policy b. Recruit clean industry which has minimal impacts on existing public facilities and the environment.

Policy c. Encourage the retention and expansion of existing employers through programs like Adopt-An-Industry and Established Industry Council.

Policy d. Help create business friendly and responsive governmental relationships through various workshops, public meetings, Adopt-An-Industry, and the Established Industry Council.

Policy e. Encourage and promote reuse and redevelopment of vacant commercial buildings, brownfields, existing structures, and properly zoned areas through marketing and public relations outreach. Note: A brownfield , as defined by the United States Environmental Protection Agency, is an abandoned, idled, or underused industrial and/or commercial facility where expansion or redevelopment is complicated by real or perceived environmental contamination.

**Objective E-3: Provide a high quality educational system to satisfy the demands of present and future economic development.**

Policy a. Maintain an environment that fosters the highest quality of education available in order to prepare citizens for the continued changes necessary for their economic well being.

Policy b. Enhance education partnerships with business to ensure that the education system is strategically focused to meet educational needs of the future job market, and so that business may help meet specific school needs. Do this through programs like Youth Leadership, the School to Industry to Business Tours, and other programs.

Policy c. Ensure the availability and encourage the use of high quality continuing adult education and retraining programs through the establishment of a Training and University Center (Clayton College & State University).

**Objective E-4: Maintain Fayette County’s position as a leader in controlled development.**

- Policy a. Promote the use of the County’s assets to leverage economic development through business creation, attraction, retention, expansion, redevelopment and preservation.
- Policy b. Review County ordinances and regulations on a regular basis to ensure that ordinances and regulations are consistent with the objectives of economic development
- Policy c. Promote economic issues and trends through monthly newsletters, press releases, weekly updates, and presentations.

**Objective E-5: Continue to provide high quality services for County residents and business personnel.**

- Policy a. Support the maintenance of a high quality system of public infrastructure including transportation, schools, libraries, parks, and water.
- Policy b. Encourage a high quality of architecture, landscape architecture, and urban design that will serve as a catalyst for further economic development.
- Policy c. Recognize and support the diversity of Fayette County's community and businesses by maintaining a close working relationship with the Chamber of Commerce and other business and civic organizations.